

**INTERNATIONAL TRADE EXHIBITION for the REBUILDING of IRAQ
7 – 10 May, 2007, AMMAN, JORDAN**

Dear Industry Specialist:

Kallman Worldwide, Inc., together with the IFP Group Ltd., invite you to participate in **REBUILD IRAQ 2007**, the 4th International Exhibition and Conference program for firms seeking to play a role in the reconstruction and growth of the Iraqi infrastructure and commerce. Every year, the Iraq reconstruction market continues to grow, and so does the Reconstruct Iraq show. It's the perfect place for every kind of construction industry professional to meet with potentially lucrative business contacts, gain unprecedented brand exposure to leading industry decision makers, and meet the public sector officials and diplomats who can really facilitate investment deals. Whether you're seeking a foothold in the market, or hoping to bolster an existing presence, **REBUILD IRAQ 2007** will take your business forward.

The upcoming show has the full support of the U.S. Department of Commerce as well as the U.S. Embassies in Amman and Baghdad, who have termed **REBUILD IRAQ 2007** as "an ideal trade forum and meeting place bringing together buyers, manufacturers, suppliers and contractors". Amman is home to more than one million Iraqi ex-pats who form the foundation of business and service conduits directly to Baghdad and the major commercial centers in Iraq. The Jordanian capital offers easy access, ample hotel and visitor amenities and a supportive, business-friendly local government.

The 2006 **REBUILD IRAQ** exhibition attracted over 1000 exhibitors from 49 countries. They presented their products and services to over 13,000 trade visitors drawn from 39 countries. Expectations for the upcoming show exceed those figures and all but guarantee a spectacular event.

U.S. manufacturers supplying all phases of the construction, oil and gas, water treatment and delivery, power generation and distribution, communication, agriculture, food and beverage industries will find a ready market as these sectors seek to regain normal operating conditions. Educational materials and computer equipment, as well as hospital supplies, equipment and fixtures, home furnishings and appliances are equally in demand as the economy improves and stability returns to the war-torn country.

Building on our 40+ years of international trade fair experience, Kallman Worldwide will organize the U.S. International Pavilion, providing a turnkey stand package that relieves you of all tedious detail and concerns. The package provides a hardwall stand with fascia/header with company identification, full carpeting, lights, basic furniture and daily stand cleaning. Our Creative Services™ team can work with you to upgrade the stand and put your company's unique "personality" into your presentation at **REBUILD IRAQ 2006**. Kallman Worldwide is also your point of contact should you prefer to exhibit in the show at large. Please look over the enclosed detailed material and share any questions on any aspect of your participation with me. We look forward to welcoming you to Amman in May.

Friendly regards,

Giles Hazel

Giles Hazel
Show Manager



Kallman Worldwide Inc.

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info@kallman.com; www.kallman.com



Join the U.S. International Pavilion at Rebuild Iraq 2007 and *Exhibit with Confidence!*TM

Exhibiting at any international show entails a serious commitment on everyone's part. At Kallman Worldwide we are not only committed to providing our exhibitors with the finest U.S. Pavilion, but also to applying all we've learned in 43 years of service to drive the VIP visitors to our Hall and your exhibit.

Middle East Construction Market Opportunities Await You in the Investor-Friendly Jordanian Capital Amman!

Rebuild Iraq 2007 is promising to be a top-class exhibition, a platform for an unparalleled reconstruction undertaking, one with limitless investment opportunities for America's leading construction sector players. Every year, the Iraq reconstruction market continues to grow, and so does the Rebuild Iraq show.

Construction industry professionals who exhibit at **Rebuild Iraq 2007** will have access to two of the Middle East's most vibrant construction markets. Iraq offers enormous construction investment opportunities, but so too does the Jordanian capital Amman. Exhibitors at **Rebuild Iraq 2007** will meet potentially-lucrative business contacts, gain unprecedented brand exposure to leading industry decision-makers, and meet the public sector officials & diplomats who can really facilitate investment deals.

In 2006 there were 1,025 exhibitors from 49 countries. The number of Iraqi visitors reached 4,025 contributing to a total visitor number of 13,445.

Exhibit with confidence and your goals will be achieved!

Why we say "Exhibit with Confidence..."

1

CONFIDENCE because the market in Iraq and the region is ripe for U.S. business and no other event is better suited for you to deliver your marketing and sales message.

2

CONFIDENCE because Kallman Worldwide has chosen the best possible location in the show for its award-winning U.S. International Pavilion providing an up-scale, user-friendly, high-impact area for you to work from! Let us take care of the details while you focus on your customers.

3

CONFIDENCE because the collective draw of the U.S. Pavilion, coupled with your own corporate look, feel, and identity assures the best possible impression on existing and potential clients. Kallman coordinates dozens of custom build displays from 20 - 200sqm!

4

CONFIDENCE because Kallman Worldwide knows that the value of a show is measured by the number of **QUALITY** leads you generate and conversations that take place. Because of that we leave no stones unturned in our efforts to bring VIP decision-makers to our pavilion and your exhibit.

EXHIBITING OPTIONS:

1

Walk-on Turnkey Stand Package

Exhibit with Confidence with our Pavilion Turnkey package. Incorporating a high-impact design, this easy and affordable option allows you to “walk on” your stand and be ready for business. Just bring your product, graphics and literature - we take care of the rest! Turnkey stands include:

- Hard-wall construction with aluminum framing
- Fascia with Company identification
- Furniture package including: table, four chairs, lockable counter, literature rack and waste bin
- Carpet, Lighting and daily cleaning
- Wide variety of optional furniture also available



2

Space Only

For companies wishing to build their own corporate display the U.S. International Pavilion offers “space only” areas ranging from 36m² and up. Use your own stand contractor or let Kallman Worldwide's **Creative Services™** work with you from concept to design, set-up to tear-down. Either way, with Kallman you can **Exhibit with Confidence**.



3

Catalog Display

If you are not able to travel to Amman and participate as an exhibitor at Rebuild Iraq 2007, we invite you to take part in the exhibition through the U.S. International Pavilion Catalogue Display opportunity. This is a high profiled event, and we are extending every effort to ensure an all-round quality for each exhibiting sector. The entire catalogue package has been designed around this concept. A special area will be dedicated and attended by a trade-experienced staff that will greet visitors and keep records for your feedback. Immediately after the show, we will provide you with a Lead Form for each one that is generated from your literature for your follow-up.





Stand Application & Contract Form

US International Pavilion at Rebuild Iraq 2007

May 7 – 10, 2007 / Amman, Jordan

The company, as described below, hereinafter referred to as "EXHIBITOR", applies for participation in the US International Pavilion at Rebuild Iraq 2007, at Amman, Jordan hereafter referred to as "THE SHOW", organized by Kallman Worldwide, Inc. hereinafter referred to as "MANAGEMENT".

1 Exhibitor (Company) _____

Street Address _____

City _____ State _____ Zip Code _____

Country _____

Phone _____ Fax _____

2 Person Responsible for Exhibit Planning: _____

Phone _____ Mobile _____ Email _____

3 Address to which Invoice should be sent (if different from above)

Street Address _____

City _____ State _____ Zip Code _____

Country _____

Phone _____ Fax _____

Invoice to attention of _____

4 Requirements

A. Space Requirements

☐ Turn-key Booth (9sqm min) _____ m x _____ m = _____ m² X \$ 515 /m² = US\$ _____

☐ Space Only (36m²-80m²) _____ m x _____ m = _____ m² X \$ 390 /m² = US\$ _____

☐ Space Only (81m²-over) _____ m x _____ m = _____ m² X \$ 340 /m² = US\$ _____

☐ Mini-booth, 6m² _____ each \$ 3,600 = US\$ _____

☐ Product Literature Display _____ \$ 500 = US\$ _____

B. Total Participation Fee _____ =US\$ _____

NOTE: Exhibitor will be invoiced at 100% and 100% of the Total Participation Fee is due.

5 CANCELLATION OR SPACE REDUCTION POLICY: Because Management bases its irrevocable space & rental commitment on the Exhibitor's participation commitment, by signing the Stand Application and Contract Form the Exhibitor is committed to paying 100% of the Total Participation Fee on all applications received. If a formal cancellation is made, the following guidelines will apply (a) Written notification of the intention to cancel received by Management more than 120 days before the Opening Day of the Show will result in refund of any amounts paid to Management 50% of the participation fee. (b) Written notification within 120 days of the Opening Day of the show will not only result in a forfeiture of all payments, but Exhibitor will remain liable for payment of the Total Participation Fee.

6 The Terms and Conditions appearing on the reverse side of this agreement are hereby incorporated by reference and we, the undersigned (the Exhibitor) agree to be bound thereby. The person(s) signing this document expressly represents to Management that (s)he is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that (s)he has read and accepts the terms as set forth on both sides of this Stand Application & Contract Form and has initialed the Terms and Conditions page.

Signature _____ Title _____

Print Name of Signing Authority _____ Date _____

**REBUILD
IRAQ2007**
THE 4th INTERNATIONAL REBUILD IRAQ EXHIBITION

Four easy steps to apply

1 Read & Initial Terms & Conditions of Participation on reverse side.

2 Complete and sign the Stand Application & Contract Form.

3 Select Payment Method

☐ **Check** payable to Kallman Worldwide, Inc.

☐ **Bank Transfer**
Please call for details

4 Send ORIGINAL application with payment documentation to:

**Kallman Worldwide, Inc.
4 North Street, Suite 800
Waldwick, NJ 07463
USA**

Tel: 1-201-251-2600

Fax: 1-201-251-2760

gilesh@kallman.com

www.kallman.com



Stand Application & Contract Form

Terms and Conditions of Participation

US International Pavilion at Rebuild Iraq 2007

May 7 – 10, 2007 / Amman, Jordan

Upon acceptance of your completed Stand Application and Contract Form and stand deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Kallman Worldwide, Inc or by The Show Organizer.

PLEASE KEEP A COPY FOR YOUR RECORDS

The following conditions, as well as any and all rules and regulations laid down by the show organizers of Rebuild Iraq 2007 "The Show", are part of the Participation Agreement made through this signing of the "Stand Application and Contract Form", as though fully incorporated therein, and each participant, hereinafter referred to as "Exhibitor", is bound by each and every one thereof.

Kallman Worldwide, Inc., hereinafter referred to as "Management", undertakes within the framework of the offer submitted to carry out the project described in The Show's US International Pavilion sales package, on the condition that the requisite number of Exhibitors apply.

Space Assignments: Management and the show organizers have the sole authority to assign, reassign and allocate exhibit space. Management reserves the right to accept or refuse applications for any reason and confirmation of participation is made solely by Management. No assignment will be official until a completed application and the proper payment has been received and accepted by Management. The location and layout of the US International Pavilion are subject to change at the sole discretion of Management and the Show Organizers. Space numbers printed in the Pavilion floor plan are for pavilion reference use only. Official booth numbers will subsequently be assigned to each exhibitor at a later date.

Exhibitor's Insurance: Exhibitors must obtain or provide insurance protection for all third party risks and to ensure that Management, the Organizer, their Related Bodies Corporate and their respective Personnel are named as insured's in the insurance policy covering the Exhibitor's participation in The Show. The minimum insurance protection which Exhibitors are required to obtain or provide in respect of their participation in The Show is the higher of: a) the existing third party insurance of the Exhibitor; or b) an amount not less than ten million US\$ dollars (US \$10,000,000) for any one accident or occurrence.

Exhibitor agrees to provide their own property and liability insurance, to make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management. Exhibitor agrees to keep a fully equipped, staffed stand at all opening hours throughout The Show. Should an Exhibitor's stand be left unattended, Management may make provisions to equip and staff the stand at the Exhibitor's expense. Exhibitor also agrees to take responsibility for all costs for shipping, duties, and handling of all its goods and materials, and the removal of said material from the exhibition site after the event. Management has the right to have any material left by an exhibitor removed after the close of The Show at the Exhibitor's expense.

Sharing of Stand: Exhibitor agrees not to share or sublease the contracted space or stands without the express, written consent of Management. In cases where Exhibitor has co-exhibitors within its exhibit, the primary Exhibitor will be responsible for all the group's payments.

Liability: Exhibitors, their contractors and their respective Personnel participate in The Show at their own risk. The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expense, including, without limitation, attorney's fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

Payment Schedule and Prices: Payment of 100% of the total participation fee is required at the time of submission of the application. No exhibit space assignments will be made to companies who have not made proper payment. Management has the right to replace any exhibitor who has not paid its space in full by January 31, 2007. The cancellation policy listed below will apply in that case. All prices are in US Dollars (US\$). Management reserves the right to vary prices or impose a surcharge at any time prior to the opening of The Show if either: a) there are significant increases in the rate of currency exchange, duties or taxes or b) there are significant increases in the costs in connection with conducting The Show.

Exhibitor Cancellation or Space Reduction: Because Management bases its irrevocable space & rental commitment on the Exhibitor's participation commitment, by signing the Stand Application and Contract Form the Exhibitor is committed to paying 100% of the Total Participation Fee. The Total Participation Fee is immediately due from Exhibitor and is payable to Management regardless of written notice from Exhibitor to cancel participation. If a formal cancellation is made, the following guidelines will apply (a) Written notification of the intention to cancel received by Management more than 120 days before the Opening Day of The Show will result in refund of any amounts paid to Management above the first 50% of the participation fee. (b) Written notification within 120 days of the Opening Day of The Show will not only result in a forfeiture of all payments, but Exhibitor will remain liable for payment of the Total Participation Fee. The cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor also acknowledges that its withdrawal or reduction from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situations, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence. If cancellation occurs within 120 days of Opening Day, and you have reserved Space Only, you are responsible to build on this space.

Show Cancellation: In the event of cancellation of The Show or any part thereof for any reason whatsoever, Management shall not be under any liability whatsoever for any expenditure, loss or liability incurred by Exhibitors, and Management shall be entitled to retain all sums paid by Exhibitors or such part thereof as the Management, in its absolute discretion, considers necessary to cover Managements expenses incurred with The Show. The amount (if any) of any sums not retained by Management as necessary to cover Management's expenses will be refunded to Exhibitors.

Force Majeure: In the event of fire, war, inclement weather, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the US Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any ground or for any reasons whatsoever.

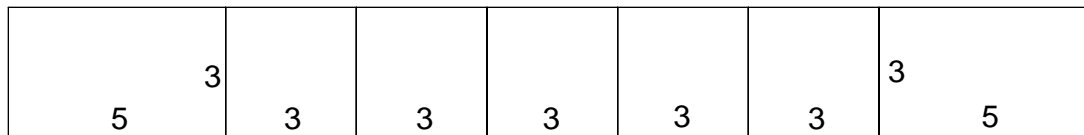
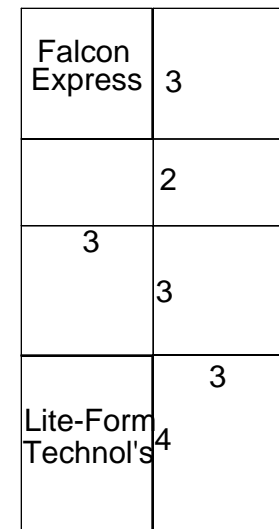
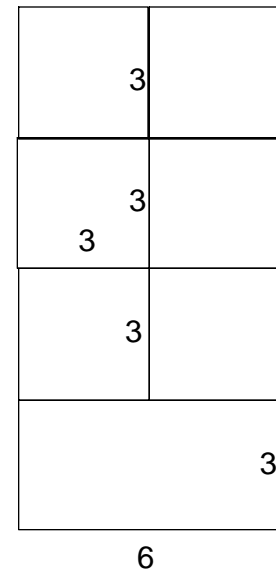
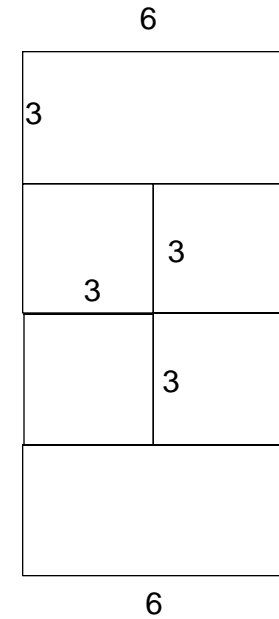
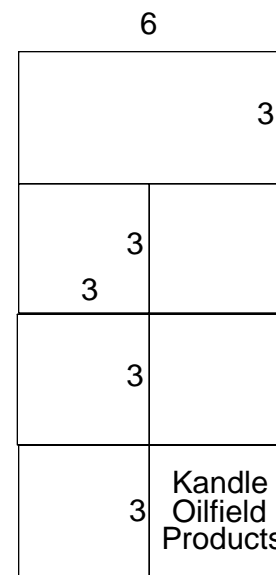
In the event that The Show is Certified by the U.S. Government, then the following clause also applies: The exhibitors and their companies, on behalf of themselves and any of their officers, employees or agents, agree to release and hold harmless the U.S. Government from liability for any illness, injury, loss of life, or damage or loss of property occasioned by or connected with participation in the trade fair, and not arising from the negligent or wrongful act(s) of Government employees.

EXHIBITOR INITIALS ACKNOWLEDGING ACCEPTANCE: _____

U.S. International Pavilion

Rebuild Iraq 2007

7 - 10 May, 2007



Floor Plan last updated 5 February, 2007